

**Abstract of the Disclosure**

5 An information assistance service center receives a user's call, and the user's profile is examined to identify the user's preferred call handling style. A greeting personalized to the user's preferred call handling style is generated, and delivered to the user. In accordance with an aspect of the invention, the greeting may be dynamic which contains one or more variable parameters representing, e.g., time-sensitive information. One or more items of information pertinent to the variable parameters are obtained and inserted into the dynamic greeting, and the dynamic greeting is delivered to the user.